

Steps in Listing a Property

Pre-Listing Packet

1. Include a letter to seller/s
 - a. Comments/explanations about forms included
2. KW info
3. Your personal resume or list of past transactions, referrals/recommendations
4. Business card-1 or2?
5. Blank Sellers Disclosure
6. Consumer Notice
7. Call to see if received. Set up an appointment.
8. Create an Opportunity in Command.

Initial Meeting

1. Consumer Notice questions? Before you're hired or begin to talk get it signed-explain Agency. Must do prior to "any substantive real estate discussion".
2. Answer any questions about the pre-listing packet
3. Describe your marketing
4. Timeline for marketing-photos, MLS input, social media, other agents
5. Present comparable homes for pricing
6. Complete the listing contract; did they fill out the Sellers Disclosure-if so review; Lead Paint Disclosure if applicable, other forms that apply to this listing.
7. Walk through house taking notes for MLS remarks, things to do. You can do this while they finish paperwork-sellers disclosure, notes about house etc.
8. Decide on showing instructions, lockbox etc.
9. Discuss open houses.
10. Discuss feedback. Should they expect it? When will you contact them to discuss it?
11. Price changes. 10 showings or 10 days with no offer means price needs a reduction.

Pre-Marketing Preparations

1. Stage home-professional stager? Who pays?
2. Create a "to do" list for cleaning, work to do. Time frame to get done.
3. Professional Photographer-who pays?
4. Create marketing materials-postcards, landing pages, flyers, ads etc. Designs in Command.
5. Start MLS input-remarks, photos. You can post later.

Active Listing in MLS

1. Post listing to MLS when all information and photos are ready to go.
2. Schedule Open Houses and Broker opens right away.
3. Put showing instructions in Showing time-online or call them.
4. Sign in yard, lockbox. Sign only if in MLS or Coming Soon is in MLS.
5. Call neighbors (if not on Do Not Call list), door knock.
6. Review 7th Level Open House materials.
7. Check on Municipality rules on signs and Open Houses. Some HOAs also have rules about signs etc . If you put up a sign that's not permitted the Municipality may take it, throw it away or charge you to get it back. www.SuburbanRealtorsAlliance.com
8. Give sellers a copy of The Consumer's Guide to the Agreement of Sale. Available at PA Realtor.org. You can print it out or email it. It will give them information in advance.